

Uva Wellassa University
Faculty of Management
Degree of Bachelor of Business Management in Hospitality Tourism and Events
Management



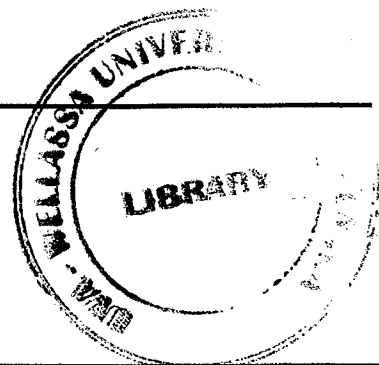
THIRD YEAR SECOND SEMESTER EXAMINATION – JANUARY/FEBRUARY -2016

HTE 384-2 Sustainable Tourism

Instructions to candidates:

No. of pages : Three (03)
No. of questions : Six (06)
Time allocation : Two (02) Hours
Marks allocated : 100 Marks

Answer any Four (04) questions



01.

- i. Tourism is considered as an emerging industry which contributes to achieve green growth in economies.

Do you think tourism has the capacity to take the country and the society towards sustainable development by achieving green growth? Describe your answer with relevant examples.

(16 Marks)

- ii. Discuss the major elements of sustainable tourism development.

(09 Marks)

02.

- i. There are 15 steps to successfully implement environmental management system (EMS) in a hotel. Briefly discuss the steps.

(15 Marks)

- ii. Briefly explain five different renewable energy forms which can be used to effective hotel operations.

(10 Marks)

03.

- i. "Tourism industry depends heavily on its characteristics. On the other side the contribution from private and the government sectors also play a vital role to its sustainable development. The major challenge for sustainable tourism development is the creation of tangible and working partnership between these two groups".

Do you agree with this statement? Discuss your answer with relevant examples from public and private sector organizations.

(15 Marks)

- ii. What are the factors necessary in sustainable hotel operation? Describe.

(10 Marks)

04.

- i. Briefly explain following metrics which measure over consumption in commercial industries.

- a) Fair share of earth resources
- b) Ecological foot print
- c) Carbon Foot print
- d) Water Foot print
- e) Ecological Rucksack

(15 Marks)

- ii. Why we need to implement Environmental Impact Assessment (EIA) for tourism development projects? Describe.

(10 Marks)

05.

- i. Discuss compliance mechanism strategies in sustainable tourism management.

(10 Marks)

- ii. There are seven quality tools which measure the quality level of hotel operation. Explain five of them with relevant examples.

(10 Marks)

iii. What do you mean by "Green Industries" Explain

(05 Marks)

06.

i. Calculate the Material Intensity Per Service Unit of tooth brush (MIPS), if Ecological Rucksack is 1500 and usage is 03 months (twice a day)

(05 Marks)

ii. Carrying Capacity is a significant characteristic for sustainable development in tourism industry.

Explain the above statement with relevant examples?

(10 Marks)

iii. Discuss the triple bottom-line development impacts based on tourism.

(10 Marks)

